

INTEGRATED NIELSEN  
COMPANY PERFORMANCE  
Total U.S.  
December 1995

|                          | SHARE |       |       |       | SHARE CHANGE<br>VS. YEAR AGO |       |       |       |
|--------------------------|-------|-------|-------|-------|------------------------------|-------|-------|-------|
|                          | 1MM   | 3MM   | CYTD  | 12MM  | 1MM                          | 3MM   | CYTD  | 12MM  |
| PHILIP MORRIS            | 48.58 | 48.05 | 47.31 | 47.31 | 1.66                         | 1.68  | 1.15  | 1.15  |
| PM PREM*                 | 41.10 | 40.61 | 39.64 | 39.64 | 2.17                         | 2.30  | 2.12  | 2.12  |
| PM DSCT                  | 7.47  | 7.45  | 7.68  | 7.68  | -0.52                        | -0.61 | -0.95 | -0.95 |
| PM BRD DSCT              | 6.61  | 6.53  | 6.63  | 6.63  | -0.21                        | -0.28 | -0.44 | -0.44 |
| PM PL                    | 0.86  | 0.92  | 1.05  | 1.05  | -0.31                        | -0.31 | -0.50 | -0.50 |
| PM AST PROMO < MRL B4G1F | 0.40  | 0.37  | 0.21  | 0.21  | 0.22                         | 0.23  | 0.16  | 0.16  |
| R. J. REYNOLDS           | 27.05 | 27.15 | 27.58 | 27.58 | -0.62                        | -1.18 | -1.31 | -1.31 |
| RJR PREM*                | 17.38 | 17.37 | 17.26 | 17.26 | 0.63                         | 0.44  | 0.33  | 0.33  |
| RJR DSCT                 | 9.68  | 9.78  | 10.32 | 10.32 | -1.25                        | -1.63 | -1.60 | -1.60 |
| RJR BRD DSCT             | 6.35  | 6.31  | 6.70  | 6.70  | -0.87                        | -1.41 | -1.37 | -1.37 |
| RJR PL                   | 3.33  | 3.47  | 3.63  | 3.63  | -0.37                        | -0.22 | -0.22 | -0.22 |
| RJR ASSORTED PROMO       | 0.11  | 0.10  | 0.09  | 0.09  | 0.00                         | -0.02 | 0.01  | 0.01  |
| B&W(w/Amr)               | 15.35 | 15.63 | 16.07 | 16.07 | -1.42                        | -0.97 | -0.41 | -0.41 |
| B&W(w/Amr) PREM          | 6.97  | 6.99  | 7.06  | 7.06  | -0.26                        | -0.24 | -0.19 | -0.19 |
| B&W(w/Amr) DSCT          | 8.38  | 8.64  | 9.01  | 9.01  | -1.16                        | -0.74 | -0.22 | -0.22 |
| B&W(w/Amr) BRD DSCT      | 7.75  | 8.00  | 8.34  | 8.34  | -1.03                        | -0.68 | -0.17 | -0.17 |
| B&W(w/Amr) PL            | 0.63  | 0.64  | 0.67  | 0.67  | -0.13                        | -0.06 | -0.05 | -0.05 |
| LORILLARD                | 7.25  | 7.33  | 7.14  | 7.14  | 0.47                         | 0.57  | 0.68  | 0.68  |
| LOR PREM                 | 6.81  | 6.89  | 6.74  | 6.74  | 0.36                         | 0.46  | 0.59  | 0.59  |
| LOR DSCT                 | 0.44  | 0.44  | 0.40  | 0.40  | 0.11                         | 0.11  | 0.09  | 0.09  |
| LIGGETT                  | 1.59  | 1.65  | 1.71  | 1.71  | -0.13                        | -0.16 | -0.16 | -0.16 |
| LIG PREM                 | 0.43  | 0.44  | 0.48  | 0.48  | -0.06                        | -0.06 | -0.05 | -0.05 |
| LIG DSCT                 | 1.16  | 1.21  | 1.24  | 1.24  | -0.08                        | -0.09 | -0.11 | -0.11 |
| LIG BRD DSCT             | 0.12  | 0.14  | 0.17  | 0.17  | -0.07                        | -0.04 | -0.10 | -0.10 |
| LIG PL                   | 1.04  | 1.06  | 1.07  | 1.07  | 0.00                         | -0.06 | 0.00  | 0.00  |
| A/O CO. - INTL           | 0.18  | 0.19  | 0.18  | 0.18  | 0.05                         | 0.06  | 0.04  | 0.04  |

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

B&W AND AMERICAN ARE REPORTED AS A COMBINED COMPANY AS OF 1995 WITH ALL BRANDS FROM BOTH COMPANIES INCLUDED

2862200902

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Total U.S.  
December 1995

|                          | <u>Dec</u><br><u>1994</u> | <u>Jan</u><br><u>1995</u> | <u>Feb</u><br><u>1995</u> | <u>Mar</u><br><u>1995</u> | <u>Apr</u><br><u>1995</u> | <u>May</u><br><u>1995</u> | <u>Jun</u><br><u>1995</u> | <u>Jul</u><br><u>1995</u> | <u>Aug</u><br><u>1995</u> | <u>Sep</u><br><u>1995</u> | <u>Oct</u><br><u>1995</u> | <u>Nov</u><br><u>1995</u> | <u>Dec</u><br><u>1995</u> | <u>1MM SH</u><br><u>CHANGE</u> |
|--------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------------------------|
| PHILIP MORRIS            | 46.92                     | 47.64                     | 47.25                     | 47.54                     | 47.75                     | 47.51                     | 45.07                     | 47.13                     | 47.18                     | 47.07                     | 47.56                     | 47.90                     | 48.58                     | 0.68                           |
| PM PREM*                 | 38.93                     | 39.67                     | 39.26                     | 39.55                     | 39.80                     | 39.56                     | 37.58                     | 39.55                     | 39.53                     | 39.67                     | 40.16                     | 40.44                     | 41.10                     | 0.66                           |
| PM DSCT                  | 7.99                      | 7.97                      | 7.99                      | 7.99                      | 7.95                      | 7.95                      | 7.49                      | 7.58                      | 7.64                      | 7.40                      | 7.40                      | 7.46                      | 7.47                      | 0.01                           |
| PM BRD DSCT              | 6.82                      | 6.81                      | 6.82                      | 6.80                      | 6.80                      | 6.84                      | 6.40                      | 6.57                      | 6.62                      | 6.43                      | 6.43                      | 6.53                      | 6.61                      | 0.08                           |
| PM PL                    | 1.17                      | 1.16                      | 1.16                      | 1.19                      | 1.15                      | 1.11                      | 1.09                      | 1.01                      | 1.02                      | 0.97                      | 0.97                      | 0.93                      | 0.86                      | -0.07                          |
| PM AST PROMO < MRL B4G1F | 0.18                      | 0.12                      | 0.09                      | 0.16                      | 0.17                      | 0.16                      | 0.13                      | 0.14                      | 0.16                      | 0.28                      | 0.37                      | 0.33                      | 0.40                      | 0.07                           |
| R. J. REYNOLDS           | 27.67                     | 27.37                     | 27.52                     | 27.43                     | 27.16                     | 27.43                     | 29.28                     | 27.86                     | 27.57                     | 27.54                     | 27.25                     | 27.18                     | 27.05                     | -0.13                          |
| RJR PREM*                | 16.75                     | 16.64                     | 16.77                     | 16.77                     | 16.67                     | 16.84                     | 18.55                     | 17.62                     | 17.42                     | 17.34                     | 17.32                     | 17.41                     | 17.38                     | -0.03                          |
| RJR DSCT                 | 10.93                     | 10.73                     | 10.75                     | 10.66                     | 10.49                     | 10.59                     | 10.73                     | 10.24                     | 10.15                     | 10.20                     | 9.92                      | 9.76                      | 9.68                      | -0.08                          |
| RJR BRD DSCT             | 7.22                      | 6.97                      | 7.05                      | 7.09                      | 6.98                      | 6.84                      | 6.96                      | 6.68                      | 6.56                      | 6.35                      | 6.32                      | 6.26                      | 6.35                      | 0.09                           |
| RJR PL                   | 3.70                      | 3.77                      | 3.71                      | 3.57                      | 3.51                      | 3.76                      | 3.77                      | 3.56                      | 3.60                      | 3.85                      | 3.60                      | 3.50                      | 3.33                      | -0.17                          |
| RJR ASSORTED PROMO       | 0.11                      | 0.07                      | 0.11                      | 0.11                      | 0.10                      | 0.09                      | 0.10                      | 0.07                      | 0.07                      | 0.08                      | 0.08                      | 0.10                      | 0.11                      | 0.01                           |
| B&W(w/Amr)               | 16.77                     | 16.42                     | 16.35                     | 16.23                     | 16.13                     | 16.16                     | 16.49                     | 15.94                     | 16.09                     | 16.14                     | 15.93                     | 15.68                     | 15.35                     | -0.33                          |
| B&W(w/Amr) PREM          | 7.23                      | 6.99                      | 7.05                      | 7.08                      | 7.08                      | 7.13                      | 7.19                      | 7.04                      | 7.10                      | 7.09                      | 7.02                      | 6.98                      | 6.97                      | -0.01                          |
| B&W(w/Amr) DSCT          | 9.54                      | 9.43                      | 9.30                      | 9.15                      | 9.05                      | 9.03                      | 9.31                      | 8.90                      | 8.99                      | 9.05                      | 8.92                      | 8.69                      | 8.38                      | -0.31                          |
| B&W(w/Amr) BRD DSCT      | 8.78                      | 8.61                      | 8.56                      | 8.47                      | 8.38                      | 8.38                      | 8.64                      | 8.28                      | 8.35                      | 8.38                      | 8.26                      | 8.04                      | 7.75                      | -0.29                          |
| B&W(w/Amr) PL            | 0.76                      | 0.81                      | 0.74                      | 0.68                      | 0.67                      | 0.65                      | 0.67                      | 0.62                      | 0.64                      | 0.67                      | 0.66                      | 0.65                      | 0.63                      | -0.02                          |
| LORILLARD                | 6.78                      | 6.72                      | 6.90                      | 6.87                      | 6.99                      | 7.03                      | 7.27                      | 7.18                      | 7.28                      | 7.31                      | 7.39                      | 7.37                      | 7.25                      | -0.12                          |
| LOR PREM                 | 6.45                      | 6.40                      | 6.54                      | 6.49                      | 6.61                      | 6.65                      | 6.86                      | 6.78                      | 6.86                      | 6.89                      | 6.94                      | 6.93                      | 6.81                      | -0.12                          |
| LOR DSCT                 | 0.33                      | 0.32                      | 0.36                      | 0.37                      | 0.38                      | 0.38                      | 0.41                      | 0.40                      | 0.42                      | 0.42                      | 0.44                      | 0.44                      | 0.44                      | 0.00                           |
| LIGGETT                  | 1.72                      | 1.73                      | 1.81                      | 1.74                      | 1.77                      | 1.70                      | 1.71                      | 1.72                      | 1.69                      | 1.74                      | 1.68                      | 1.68                      | 1.59                      | -0.09                          |
| LIG PREM                 | 0.49                      | 0.50                      | 0.55                      | 0.51                      | 0.49                      | 0.48                      | 0.48                      | 0.47                      | 0.46                      | 0.46                      | 0.45                      | 0.45                      | 0.43                      | -0.02                          |
| LIG DSCT                 | 1.24                      | 1.23                      | 1.26                      | 1.23                      | 1.29                      | 1.22                      | 1.23                      | 1.25                      | 1.23                      | 1.27                      | 1.23                      | 1.23                      | 1.16                      | -0.07                          |
| LIG BRD DSCT             | 0.19                      | 0.20                      | 0.22                      | 0.20                      | 0.20                      | 0.17                      | 0.15                      | 0.14                      | 0.17                      | 0.16                      | 0.15                      | 0.15                      | 0.12                      | -0.03                          |
| LIG PL                   | 1.04                      | 1.03                      | 1.04                      | 1.02                      | 1.09                      | 1.06                      | 1.08                      | 1.11                      | 1.07                      | 1.11                      | 1.08                      | 1.08                      | 1.04                      | -0.04                          |
| A/O CO. - INTL           | 0.13                      | 0.12                      | 0.17                      | 0.19                      | 0.19                      | 0.17                      | 0.18                      | 0.18                      | 0.19                      | 0.21                      | 0.20                      | 0.20                      | 0.18                      | -0.02                          |

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|---------------------------|-------|-------|-------|-------|------------------------------|-------|-------|-------|
|                           | 1MM   | 3MM   | CYTD  | 12MM  | 1MM                          | 3MM   | CYTD  | 12MM  |
| PHILIP MORRIS             | 48.58 | 48.05 | 47.31 | 47.31 | 1.66                         | 1.68  | 1.15  | 1.15  |
| PM PREM* - SHR PREM       | 56.46 | 56.08 | 55.61 | 55.61 | 0.78                         | 0.93  | 0.78  | 0.78  |
| PM DSCT - SHR DSCT        | 27.48 | 26.99 | 26.73 | 26.73 | 0.92                         | 0.59  | -0.67 | -0.67 |
| PM BRD DSC - SHR BRD DSC  | 30.98 | 30.37 | 29.72 | 29.72 | 1.84                         | 1.72  | 0.61  | 0.61  |
| PM PL - SHR PL            | 14.73 | 15.04 | 16.34 | 16.34 | -2.78                        | -3.27 | -5.24 | -5.24 |
| MARLBORO                  | 32.04 | 31.59 | 30.69 | 30.69 | 2.07                         | 2.16  | 2.12  | 2.12  |
| RED                       | 10.74 | 10.66 | 10.46 | 10.46 | 0.39                         | 0.37  | 0.30  | 0.30  |
| LIGHTS (NM)               | 14.92 | 14.62 | 14.04 | 14.04 | 1.15                         | 1.17  | 1.14  | 1.14  |
| GOLD                      | 2.76  | 2.71  | 2.66  | 2.66  | -0.02                        | 0.07  | 0.13  | 0.13  |
| MEDIUM                    | 2.01  | 1.98  | 1.89  | 1.89  | 0.22                         | 0.22  | 0.27  | 0.27  |
| MENTHOL                   | 1.39  | 1.36  | 1.26  | 1.26  | 0.26                         | 0.25  | 0.26  | 0.26  |
| PM OTHER PREM             | 9.05  | 9.01  | 8.93  | 8.93  | 0.10                         | 0.14  | -0.02 | -0.02 |
| BENSON & HEDGES           | 2.45  | 2.44  | 2.42  | 2.42  | 0.00                         | 0.01  | -0.08 | -0.08 |
| MERIT                     | 2.92  | 2.92  | 2.90  | 2.90  | 0.03                         | 0.06  | 0.04  | 0.04  |
| VIRGINIA SLIMS            | 2.94  | 2.91  | 2.89  | 2.89  | 0.04                         | 0.04  | 0.02  | 0.02  |
| PARLIAMENT                | 0.62  | 0.61  | 0.59  | 0.59  | 0.05                         | 0.05  | 0.03  | 0.03  |
| SARATOGA                  | 0.10  | 0.10  | 0.10  | 0.10  | 0.00                         | 0.00  | -0.01 | -0.01 |
| CAMBRIDGE                 | 1.47  | 1.47  | 1.56  | 1.56  | -0.28                        | -0.25 | -0.24 | -0.24 |
| ALPINE                    | 0.30  | 0.30  | 0.33  | 0.33  | -0.06                        | -0.08 | -0.07 | -0.07 |
| BRISTOL                   | 0.09  | 0.10  | 0.12  | 0.12  | -0.05                        | -0.06 | -0.07 | -0.07 |
| BASIC                     | 4.65  | 4.57  | 4.53  | 4.53  | 0.18                         | 0.09  | -0.03 | -0.03 |
| PM PRIVATE LABEL          | 0.86  | 0.92  | 1.05  | 1.05  | -0.31                        | -0.31 | -0.50 | -0.50 |
| R. J. REYNOLDS            | 27.05 | 27.15 | 27.58 | 27.58 | -0.62                        | -1.18 | -1.31 | -1.31 |
| RJR PREM* - SHR PREM      | 23.87 | 23.99 | 24.21 | 24.21 | -0.08                        | -0.38 | -0.53 | -0.53 |
| RJR DSCT - SHR DSCT       | 35.57 | 35.45 | 35.94 | 35.94 | -0.75                        | -1.90 | -1.91 | -1.91 |
| B&W (w/Amr)               | 15.35 | 15.63 | 16.07 | 16.07 | -1.42                        | -0.97 | -0.41 | -0.41 |
| B&W(w/Amr)PREM - SHR PREM | 9.57  | 9.65  | 9.91  | 9.91  | -0.77                        | -0.75 | -0.69 | -0.69 |
| B&W(w/Amr)DSCT - SHR DSCT | 30.80 | 31.32 | 31.37 | 31.37 | -0.92                        | 0.61  | 2.06  | 2.06  |
| LORILLARD                 | 7.25  | 7.33  | 7.14  | 7.14  | 0.47                         | 0.57  | 0.68  | 0.68  |
| LOR PREM - SHR PREM       | 9.36  | 9.51  | 9.45  | 9.45  | 0.13                         | 0.26  | 0.46  | 0.46  |
| LOR DSCT - SHR DSCT       | 1.61  | 1.59  | 1.39  | 1.39  | 0.51                         | 0.51  | 0.40  | 0.40  |
| LIGGETT                   | 1.59  | 1.65  | 1.71  | 1.71  | -0.13                        | -0.16 | -0.16 | -0.16 |
| LIG PREM - SHR PREM       | 0.60  | 0.61  | 0.67  | 0.67  | -0.10                        | -0.11 | -0.10 | -0.10 |
| LIG DSCT - SHR DSCT       | 4.27  | 4.37  | 4.30  | 4.30  | 0.16                         | 0.10  | 0.03  | 0.03  |

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|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------|
| PHILIP MORRIS             | 46.92       | 47.64       | 47.25       | 47.54       | 47.75       | 47.51       | 45.07       | 47.13       | 47.18       | 47.07       | 47.56       | 47.90       | 48.58       | 0.68             |
| PM PREM* - SHR PREM       | 55.68       | 56.46       | 55.87       | 56.08       | 56.25       | 55.91       | 53.11       | 55.27       | 55.30       | 55.44       | 55.78       | 55.91       | 56.46       | 0.55             |
| PM DSCT - SHR DSCT        | 26.56       | 26.80       | 26.86       | 27.11       | 27.18       | 27.18       | 25.62       | 26.65       | 26.80       | 26.02       | 26.42       | 26.97       | 27.48       | 0.51             |
| PM BRD DSC - SHR BRD DSC  | 29.14       | 29.64       | 29.58       | 29.55       | 29.78       | 30.17       | 28.27       | 29.68       | 29.86       | 29.46       | 29.63       | 30.38       | 30.98       | 0.60             |
| PM PL - SHR PL            | 17.51       | 17.16       | 17.44       | 18.43       | 17.94       | 16.84       | 16.52       | 16.00       | 16.08       | 14.67       | 15.37       | 15.06       | 14.73       | -0.33            |
| MARLBORO                  | 29.97       | 30.70       | 30.36       | 30.70       | 30.89       | 30.58       | 28.75       | 30.67       | 30.56       | 30.62       | 31.09       | 31.52       | 32.04       | 0.52             |
| RED                       | 10.35       | 10.79       | 10.61       | 10.57       | 10.45       | 10.24       | 9.71        | 10.48       | 10.48       | 10.41       | 10.58       | 10.65       | 10.74       | 0.09             |
| LIGHTS (NM)               | 13.77       | 14.03       | 14.09       | 14.18       | 14.03       | 13.76       | 12.96       | 13.83       | 13.91       | 13.98       | 14.27       | 14.62       | 14.92       | 0.30             |
| GOLD                      | 2.78        | 2.78        | 2.65        | 2.66        | 2.65        | 2.61        | 2.51        | 2.70        | 2.64        | 2.62        | 2.65        | 2.68        | 2.76        | 0.08             |
| MEDIUM                    | 1.79        | 1.78        | 1.73        | 1.79        | 1.81        | 1.91        | 1.88        | 1.94        | 1.92        | 1.95        | 1.95        | 1.98        | 2.01        | 0.03             |
| MENTHOL                   | 1.13        | 1.18        | 1.14        | 1.16        | 1.20        | 1.27        | 1.23        | 1.29        | 1.29        | 1.30        | 1.32        | 1.35        | 1.39        | 0.04             |
| PM OTHER PREM             | 8.95        | 8.97        | 8.90        | 8.85        | 8.91        | 8.97        | 8.81        | 8.86        | 8.94        | 9.00        | 9.05        | 8.91        | 9.05        | 0.14             |
| BENSON & HEDGES           | 2.45        | 2.45        | 2.43        | 2.42        | 2.41        | 2.42        | 2.38        | 2.37        | 2.39        | 2.44        | 2.43        | 2.42        | 2.45        | 0.03             |
| MERIT                     | 2.89        | 2.88        | 2.86        | 2.85        | 2.91        | 2.93        | 2.85        | 2.91        | 2.94        | 2.95        | 2.97        | 2.87        | 2.92        | 0.05             |
| VIRGINIA SLIMS            | 2.90        | 2.90        | 2.89        | 2.88        | 2.89        | 2.93        | 2.84        | 2.85        | 2.89        | 2.90        | 2.91        | 2.88        | 2.94        | 0.06             |
| PARLIAMENT                | 0.57        | 0.58        | 0.56        | 0.55        | 0.56        | 0.55        | 0.60        | 0.60        | 0.60        | 0.61        | 0.61        | 0.60        | 0.62        | 0.02             |
| SARATOGA                  | 0.10        | 0.11        | 0.11        | 0.09        | 0.10        | 0.10        | 0.10        | 0.10        | 0.10        | 0.10        | 0.10        | 0.10        | 0.10        | 0.00             |
| CAMBRIDGE                 | 1.75        | 1.63        | 1.72        | 1.66        | 1.62        | 1.68        | 1.51        | 1.48        | 1.52        | 1.55        | 1.49        | 1.45        | 1.47        | 0.02             |
| ALPINE                    | 0.36        | 0.36        | 0.37        | 0.35        | 0.34        | 0.34        | 0.33        | 0.32        | 0.32        | 0.32        | 0.30        | 0.32        | 0.30        | -0.02            |
| BRISTOL                   | 0.14        | 0.15        | 0.14        | 0.13        | 0.13        | 0.13        | 0.11        | 0.11        | 0.10        | 0.10        | 0.09        | 0.10        | 0.09        | -0.01            |
| BASIC                     | 4.47        | 4.56        | 4.49        | 4.57        | 4.60        | 4.60        | 4.35        | 4.58        | 4.59        | 4.38        | 4.45        | 4.58        | 4.65        | 0.07             |
| PM PRIVATE LABEL          | 1.17        | 1.16        | 1.16        | 1.19        | 1.15        | 1.11        | 1.09        | 1.01        | 1.02        | 0.97        | 0.97        | 0.93        | 0.86        | -0.07            |
| R. J. REYNOLDS            | 27.67       | 27.37       | 27.52       | 27.43       | 27.16       | 27.43       | 29.28       | 27.86       | 27.57       | 27.54       | 27.25       | 27.18       | 27.05       | -0.13            |
| RJR PREM* - SHR PREM      | 23.95       | 23.68       | 23.86       | 23.78       | 23.56       | 23.80       | 26.21       | 24.62       | 24.36       | 24.23       | 24.06       | 24.08       | 23.87       | -0.21            |
| RJR DSCT - SHR DSCT       | 36.32       | 36.08       | 36.18       | 36.17       | 35.86       | 36.23       | 36.71       | 35.99       | 35.61       | 35.87       | 35.46       | 35.28       | 35.57       | 0.29             |
| B&W (w/Amr)               | 16.77       | 16.42       | 16.35       | 16.23       | 16.13       | 16.16       | 16.49       | 15.94       | 16.09       | 16.14       | 15.93       | 15.68       | 15.35       | -0.33            |
| B&W(w/Amr)PREM - SHR PREM | 10.34       | 9.95        | 10.03       | 10.04       | 10.01       | 10.08       | 10.16       | 9.83        | 9.93        | 9.90        | 9.74        | 9.66        | 9.57        | -0.09            |
| B&W(w/Amr)DSCT - SHR DSCT | 31.72       | 31.69       | 31.29       | 31.04       | 30.94       | 30.89       | 31.82       | 31.29       | 31.53       | 31.81       | 31.85       | 31.42       | 30.80       | -0.62            |
| LORILLARD                 | 6.78        | 6.72        | 6.90        | 6.87        | 6.99        | 7.03        | 7.27        | 7.18        | 7.28        | 7.31        | 7.39        | 7.37        | 7.25        | -0.12            |
| LOR PREM - SHR PREM       | 9.23        | 9.10        | 9.31        | 9.21        | 9.34        | 9.39        | 9.69        | 9.47        | 9.60        | 9.63        | 9.64        | 9.58        | 9.36        | -0.22            |
| LOR DSCT - SHR DSCT       | 1.10        | 1.09        | 1.19        | 1.27        | 1.31        | 1.31        | 1.42        | 1.40        | 1.47        | 1.47        | 1.58        | 1.59        | 1.61        | 0.02             |
| LIGGETT                   | 1.72        | 1.73        | 1.81        | 1.74        | 1.77        | 1.70        | 1.71        | 1.72        | 1.69        | 1.74        | 1.68        | 1.68        | 1.59        | -0.09            |
| LIG PREM - SHR PREM       | 0.70        | 0.71        | 0.78        | 0.73        | 0.69        | 0.68        | 0.68        | 0.65        | 0.64        | 0.65        | 0.62        | 0.62        | 0.60        | -0.02            |
| LIG DSCT - SHR DSCT       | 4.11        | 4.14        | 4.24        | 4.16        | 4.41        | 4.19        | 4.20        | 4.40        | 4.33        | 4.48        | 4.40        | 4.46        | 4.27        | -0.19            |

\* EFFECTIVE OCT 1994 - INCLUDES ASSORTED PROMOTIONAL PRODUCT

B&W AND AMERICAN ARE REPORTED AS A COMBINED COMPANY AS OF 1995 WITH ALL BRANDS FROM BOTH COMPANIES INCLUDED

0662200902

INTEGRATED NIELSEN  
TOP 25 BRANDS  
Total U.S.  
December 1995

|                    | SHARE |       |       |       | SHARE CHANGE<br>VS. YEAR AGO |       |       |       |
|--------------------|-------|-------|-------|-------|------------------------------|-------|-------|-------|
|                    | 1MM   | 3MM   | CYTD  | 12MM  | 1MM                          | 3MM   | CYTD  | 12MM  |
| MARLBORO           | 32.04 | 31.59 | 30.69 | 30.69 | 2.07                         | 2.16  | 2.12  | 2.12  |
| MARLBORO B4G1F     | 0.83  | 0.68  | 0.42  | 0.42  | 0.82                         | 0.65  | 0.18  | 0.18  |
| WINSTON            | 5.94  | 5.95  | 5.98  | 5.98  | 0.13                         | 0.00  | -0.02 | -0.02 |
| WINSTON SELECT     | 1.12  | 1.18  | 1.17  | 1.17  | 0.05                         | 0.03  | 0.10  | 0.10  |
| WINSTON SELECT LTS | 0.62  | 0.65  | 0.63  | 0.63  | 0.06                         | 0.04  | 0.04  | 0.04  |
| CAMEL              | 5.12  | 5.11  | 4.90  | 4.90  | 0.77                         | 0.72  | 0.55  | 0.55  |
| CAMEL FILTERS      | 4.49  | 4.48  | 4.27  | 4.27  | 0.78                         | 0.74  | 0.57  | 0.57  |
| CAMEL SPECIAL LTS  | 0.44  | 0.45  | 0.45  | 0.45  | -0.01                        | -0.03 | -0.07 | -0.07 |
| CAMEL NON-FILTER   | 0.63  | 0.63  | 0.63  | 0.63  | -0.01                        | -0.02 | -0.02 | -0.02 |
| DORAL              | 5.05  | 4.97  | 4.98  | 4.98  | 0.29                         | -0.02 | 0.26  | 0.26  |
| GPC                | 4.99  | 5.19  | 5.29  | 5.29  | -0.08                        | 0.20  | 0.46  | 0.46  |
| BASIC              | 4.65  | 4.57  | 4.53  | 4.53  | 0.18                         | 0.09  | -0.03 | -0.03 |
| NEWPORT            | 4.62  | 4.63  | 4.42  | 4.42  | 0.51                         | 0.54  | 0.48  | 0.48  |
| SALEM              | 3.78  | 3.79  | 3.83  | 3.83  | -0.14                        | -0.12 | -0.09 | -0.09 |
| KOOL               | 2.96  | 3.00  | 3.04  | 3.04  | -0.19                        | -0.14 | -0.08 | -0.08 |
| VIRGINIA SLIMS     | 2.94  | 2.91  | 2.89  | 2.89  | 0.04                         | 0.04  | 0.02  | 0.02  |
| MERIT              | 2.92  | 2.92  | 2.90  | 2.90  | 0.03                         | 0.06  | 0.04  | 0.04  |
| BENSON & HEDGES    | 2.45  | 2.44  | 2.42  | 2.42  | 0.00                         | 0.01  | -0.08 | -0.08 |
| CAMBRIDGE          | 1.47  | 1.47  | 1.56  | 1.56  | -0.28                        | -0.25 | -0.24 | -0.24 |
| CARLTON            | 1.40  | 1.40  | 1.39  | 1.39  | 0.04                         | 0.03  | 0.02  | 0.02  |
| MISTY              | 1.31  | 1.31  | 1.28  | 1.28  | 0.10                         | 0.11  | 0.19  | 0.19  |
| VANTAGE            | 1.28  | 1.30  | 1.30  | 1.30  | -0.07                        | -0.06 | -0.09 | -0.09 |
| PALL MALL          | 0.97  | 0.97  | 1.00  | 1.00  | -0.07                        | -0.07 | -0.07 | -0.07 |
| KENT               | 0.96  | 0.98  | 0.98  | 0.98  | -0.04                        | -0.03 | -0.05 | -0.05 |
| AUSTIN             | 0.81  | 0.87  | 0.94  | 0.94  | -0.15                        | -0.01 | 0.60  | 0.60  |
| CAPRI              | 0.74  | 0.73  | 0.72  | 0.72  | 0.02                         | 0.02  | 0.02  | 0.02  |
| MONARCH            | 0.71  | 0.74  | 0.97  | 0.97  | -0.74                        | -0.87 | -0.92 | -0.92 |
| VICEROY            | 0.65  | 0.67  | 0.70  | 0.70  | -0.13                        | -0.10 | -0.16 | -0.16 |
| MONTCLAIR          | 0.64  | 0.68  | 0.84  | 0.84  | -0.74                        | -0.67 | -0.37 | -0.37 |
| PARLIAMENT         | 0.62  | 0.61  | 0.59  | 0.59  | 0.05                         | 0.05  | 0.03  | 0.03  |
| NOW                | 0.58  | 0.58  | 0.59  | 0.59  | -0.03                        | -0.03 | -0.04 | -0.04 |

1662200902

INTEGRATED NIELSEN  
TOP 25 BRANDS  
Total U.S.  
December 1995

|                    | <u>Dec</u><br><u>1994</u> | <u>Jan</u><br><u>1995</u> | <u>Feb</u><br><u>1995</u> | <u>Mar</u><br><u>1995</u> | <u>Apr</u><br><u>1995</u> | <u>May</u><br><u>1995</u> | <u>Jun</u><br><u>1995</u> | <u>Jul</u><br><u>1995</u> | <u>Aug</u><br><u>1995</u> | <u>Sep</u><br><u>1995</u> | <u>Oct</u><br><u>1995</u> | <u>Nov</u><br><u>1995</u> | <u>Dec</u><br><u>1995</u> | <u>1MM SH</u><br><u>CHANGE</u> |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------------------------|
| MARLBORO           | 29.97                     | 30.70                     | 30.36                     | 30.70                     | 30.89                     | 30.58                     | 28.75                     | 30.67                     | 30.56                     | 30.62                     | 31.09                     | 31.52                     | 32.04                     | 0.52                           |
| MARLBORO B4G1F     | 0.01                      | 0.01                      | 0.01                      | 0.18                      | 0.61                      | 0.64                      | 0.32                      | 0.28                      | 0.29                      | 0.57                      | 0.37                      | 0.80                      | 0.83                      | 0.03                           |
| WINSTON            | 5.81                      | 5.81                      | 5.85                      | 5.80                      | 5.73                      | 5.82                      | 6.59                      | 6.17                      | 6.04                      | 5.91                      | 5.92                      | 5.98                      | 5.94                      | -0.04                          |
| WINSTON SELECT     | 1.07                      | 1.04                      | 1.12                      | 1.10                      | 1.13                      | 1.16                      | 1.27                      | 1.21                      | 1.19                      | 1.18                      | 1.20                      | 1.24                      | 1.12                      | -0.12                          |
| WINSTON SELECT LTS | 0.56                      | 0.55                      | 0.58                      | 0.58                      | 0.60                      | 0.63                      | 0.70                      | 0.65                      | 0.64                      | 0.64                      | 0.65                      | 0.69                      | 0.62                      | -0.07                          |
| CAMEL              | 4.35                      | 4.42                      | 4.45                      | 4.53                      | 4.58                      | 4.64                      | 5.40                      | 5.07                      | 5.05                      | 5.09                      | 5.08                      | 5.11                      | 5.12                      | 0.01                           |
| CAMEL FILTERS      | 3.71                      | 3.79                      | 3.80                      | 3.88                      | 3.96                      | 4.02                      | 4.76                      | 4.45                      | 4.42                      | 4.47                      | 4.46                      | 4.48                      | 4.49                      | 0.01                           |
| CAMEL SPECIAL LTS  | 0.45                      | 0.44                      | 0.43                      | 0.43                      | 0.42                      | 0.43                      | 0.52                      | 0.46                      | 0.45                      | 0.46                      | 0.45                      | 0.46                      | 0.44                      | -0.02                          |
| CAMEL NON-FILTER   | 0.64                      | 0.64                      | 0.65                      | 0.65                      | 0.62                      | 0.62                      | 0.64                      | 0.62                      | 0.63                      | 0.62                      | 0.62                      | 0.63                      | 0.63                      | 0.00                           |
| DORAL              | 4.76                      | 4.64                      | 4.85                      | 5.01                      | 5.02                      | 5.00                      | 5.25                      | 5.08                      | 5.05                      | 4.89                      | 4.94                      | 4.89                      | 5.05                      | 0.16                           |
| GPC                | 5.07                      | 5.21                      | 5.31                      | 5.31                      | 5.25                      | 5.24                      | 5.50                      | 5.26                      | 5.32                      | 5.43                      | 5.40                      | 5.22                      | 4.99                      | -0.23                          |
| BASIC              | 4.47                      | 4.56                      | 4.49                      | 4.57                      | 4.60                      | 4.60                      | 4.35                      | 4.58                      | 4.59                      | 4.38                      | 4.45                      | 4.58                      | 4.65                      | 0.07                           |
| NEWPORT            | 4.11                      | 4.11                      | 4.17                      | 4.18                      | 4.29                      | 4.26                      | 4.43                      | 4.47                      | 4.53                      | 4.59                      | 4.64                      | 4.64                      | 4.62                      | -0.02                          |
| SALEM              | 3.92                      | 3.85                      | 3.85                      | 3.85                      | 3.79                      | 3.81                      | 3.95                      | 3.84                      | 3.83                      | 3.82                      | 3.82                      | 3.75                      | 3.78                      | 0.03                           |
| KOOL               | 3.15                      | 3.03                      | 3.02                      | 3.05                      | 3.05                      | 3.09                      | 3.08                      | 3.02                      | 3.07                      | 3.06                      | 3.03                      | 3.02                      | 2.96                      | -0.06                          |
| VIRGINIA SLIMS     | 2.90                      | 2.90                      | 2.89                      | 2.88                      | 2.89                      | 2.93                      | 2.84                      | 2.85                      | 2.89                      | 2.90                      | 2.91                      | 2.88                      | 2.94                      | 0.06                           |
| MERIT              | 2.89                      | 2.88                      | 2.86                      | 2.85                      | 2.91                      | 2.93                      | 2.85                      | 2.91                      | 2.94                      | 2.95                      | 2.97                      | 2.87                      | 2.92                      | 0.05                           |
| BENSON & HEDGES    | 2.45                      | 2.45                      | 2.43                      | 2.42                      | 2.41                      | 2.42                      | 2.38                      | 2.37                      | 2.39                      | 2.44                      | 2.43                      | 2.42                      | 2.45                      | 0.03                           |
| CAMBRIDGE          | 1.75                      | 1.63                      | 1.72                      | 1.66                      | 1.62                      | 1.68                      | 1.51                      | 1.48                      | 1.52                      | 1.55                      | 1.49                      | 1.45                      | 1.47                      | 0.02                           |
| CARLTON            | 1.36                      | 1.35                      | 1.38                      | 1.37                      | 1.39                      | 1.39                      | 1.42                      | 1.40                      | 1.41                      | 1.41                      | 1.40                      | 1.39                      | 1.40                      | 0.01                           |
| MISTY              | 1.21                      | 1.17                      | 1.20                      | 1.22                      | 1.23                      | 1.26                      | 1.33                      | 1.32                      | 1.35                      | 1.32                      | 1.30                      | 1.31                      | 1.31                      | 0.00                           |
| VANTAGE            | 1.35                      | 1.30                      | 1.31                      | 1.31                      | 1.32                      | 1.31                      | 1.33                      | 1.29                      | 1.28                      | 1.29                      | 1.30                      | 1.32                      | 1.28                      | -0.04                          |
| PALL MALL          | 1.04                      | 1.02                      | 1.02                      | 1.01                      | 1.01                      | 1.01                      | 1.01                      | 0.98                      | 1.00                      | 0.99                      | 0.98                      | 0.96                      | 0.97                      | 0.01                           |
| KENT               | 1.00                      | 0.97                      | 0.97                      | 0.97                      | 0.97                      | 0.97                      | 1.01                      | 0.96                      | 0.98                      | 0.98                      | 0.98                      | 1.00                      | 0.96                      | -0.04                          |
| AUSTIN             | 0.96                      | 1.02                      | 0.93                      | 0.85                      | 0.87                      | 1.01                      | 1.05                      | 0.92                      | 0.87                      | 1.06                      | 0.92                      | 0.88                      | 0.81                      | -0.07                          |
| CAPRI              | 0.72                      | 0.67                      | 0.69                      | 0.69                      | 0.71                      | 0.72                      | 0.75                      | 0.73                      | 0.73                      | 0.74                      | 0.72                      | 0.73                      | 0.74                      | 0.01                           |
| MONARCH            | 1.45                      | 1.36                      | 1.28                      | 1.21                      | 1.13                      | 1.07                      | 0.96                      | 0.89                      | 0.82                      | 0.79                      | 0.76                      | 0.74                      | 0.71                      | -0.03                          |
| VICEROY            | 0.78                      | 0.72                      | 0.74                      | 0.73                      | 0.72                      | 0.72                      | 0.73                      | 0.69                      | 0.69                      | 0.68                      | 0.68                      | 0.67                      | 0.65                      | -0.02                          |
| MONTCLAIR          | 1.38                      | 1.18                      | 0.99                      | 0.93                      | 0.91                      | 0.92                      | 0.85                      | 0.80                      | 0.79                      | 0.76                      | 0.72                      | 0.69                      | 0.64                      | -0.05                          |
| PARLIAMENT         | 0.57                      | 0.58                      | 0.56                      | 0.55                      | 0.56                      | 0.55                      | 0.60                      | 0.60                      | 0.60                      | 0.61                      | 0.61                      | 0.60                      | 0.62                      | 0.02                           |
| NOW                | 0.61                      | 0.59                      | 0.62                      | 0.60                      | 0.59                      | 0.60                      | 0.60                      | 0.61                      | 0.58                      | 0.59                      | 0.58                      | 0.59                      | 0.58                      | -0.01                          |

2662200902

INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
Total U.S.  
December 1995

|                            | SHARE |       |       |       | SHARE CHANGE<br>VS. YEAR AGO |       |       |       |
|----------------------------|-------|-------|-------|-------|------------------------------|-------|-------|-------|
|                            | 1MM   | 3MM   | CYTD  | 12MM  | 1MM                          | 3MM   | CYTD  | 12MM  |
| <b>PRIVATE LABEL</b>       |       |       |       |       |                              |       |       |       |
| PL Share of Industry       |       |       |       |       |                              |       |       |       |
| PM PL                      | 0.86  | 0.92  | 1.05  | 1.05  | -0.31                        | -0.31 | -0.50 | -0.50 |
| RJR PL                     | 3.33  | 3.47  | 3.63  | 3.63  | -0.37                        | -0.22 | -0.22 | -0.22 |
| B&W (w/Amr) PL             | 0.63  | 0.64  | 0.67  | 0.67  | -0.13                        | -0.06 | -0.05 | -0.05 |
| LIGGETT PL                 | 1.04  | 1.06  | 1.07  | 1.07  | 0.00                         | -0.06 | 0.00  | 0.00  |
| TOTAL PL                   | 5.86  | 6.09  | 6.42  | 6.42  | -0.82                        | -0.65 | -0.77 | -0.77 |
| <b>PL Share of Segment</b> |       |       |       |       |                              |       |       |       |
| PM PL                      | 14.73 | 15.04 | 16.34 | 16.34 | -2.78                        | -3.27 | -5.24 | -5.24 |
| RJR PL                     | 56.81 | 56.90 | 56.54 | 56.54 | 1.33                         | 2.18  | 2.99  | 2.99  |
| B&W (w/Amr) PL             | 10.75 | 10.59 | 10.48 | 10.48 | -0.65                        | 0.21  | 0.53  | 0.53  |
| LIGGETT PL                 | 17.70 | 17.47 | 16.64 | 16.64 | 2.09                         | 0.88  | 1.72  | 1.72  |
| <b>BRANDED DISCOUNT</b>    |       |       |       |       |                              |       |       |       |
| BASIC                      | 4.65  | 4.57  | 4.53  | 4.53  | 0.18                         | 0.09  | -0.03 | -0.03 |
| BEST VALUE                 | 0.37  | 0.39  | 0.48  | 0.48  | -0.31                        | -0.37 | -0.52 | -0.52 |
| MONARCH                    | 0.71  | 0.74  | 0.97  | 0.97  | -0.74                        | -0.87 | -0.92 | -0.92 |
| GPC                        | 4.99  | 5.19  | 5.29  | 5.29  | -0.08                        | 0.20  | 0.46  | 0.46  |
| RALEIGH EXTRA              | 0.12  | 0.13  | 0.17  | 0.17  | -0.12                        | -0.12 | -0.19 | -0.19 |
| DORAL                      | 5.05  | 4.97  | 4.98  | 4.98  | 0.29                         | -0.02 | 0.26  | 0.26  |
| CAMBRIDGE                  | 1.47  | 1.47  | 1.56  | 1.56  | -0.28                        | -0.25 | -0.24 | -0.24 |
| VICEROY                    | 0.65  | 0.67  | 0.70  | 0.70  | -0.13                        | -0.10 | -0.16 | -0.16 |
| MISTY                      | 1.31  | 1.31  | 1.28  | 1.28  | 0.10                         | 0.11  | 0.19  | 0.19  |
| MONTCLAIR                  | 0.64  | 0.68  | 0.84  | 0.84  | -0.74                        | -0.67 | -0.37 | -0.37 |
| ALPINE                     | 0.30  | 0.30  | 0.33  | 0.33  | -0.06                        | -0.08 | -0.07 | -0.07 |
| OLD GOLD                   | 0.44  | 0.44  | 0.40  | 0.40  | 0.12                         | 0.11  | 0.08  | 0.08  |
| STERLING                   | 0.04  | 0.04  | 0.06  | 0.06  | -0.05                        | -0.06 | -0.10 | -0.10 |
| BRISTOL                    | 0.09  | 0.10  | 0.12  | 0.12  | -0.05                        | -0.06 | -0.07 | -0.07 |
| MAGNA                      | 0.07  | 0.08  | 0.09  | 0.09  | -0.05                        | -0.04 | -0.07 | -0.07 |
| PYRAMID                    | 0.06  | 0.06  | 0.08  | 0.08  | -0.03                        | -0.02 | -0.03 | -0.03 |
| RIVIERA                    | 0.00  | 0.00  | 0.01  | 0.01  | -0.02                        | -0.02 | -0.02 | -0.02 |
| BUCKS                      | 0.02  | 0.02  | 0.02  | 0.02  | -0.01                        | -0.01 | -0.02 | -0.02 |
| RICHLAND 20'S              | 0.02  | 0.02  | 0.02  | 0.02  | -0.02                        | -0.02 | -0.03 | -0.03 |
| AMERICAN FF/LTS            | 0.01  | 0.01  | 0.01  | 0.01  | 0.00                         | 0.00  | -0.01 | -0.01 |
| COVINGTON                  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                         | 0.00  | -0.02 | -0.02 |
| A/O BRANDED DISCOUNT *     | 0.33  | 0.31  | 0.37  | 0.37  | -0.07                        | -0.08 | -0.10 | -0.10 |
| TOTAL BRANDED DISCOUNT *   | 21.34 | 21.50 | 22.31 | 22.31 | -2.07                        | -2.28 | -1.98 | -1.98 |
| BASIC SHARE OF DISCOUNT    | 17.10 | 16.55 | 15.76 | 15.76 | 2.24                         | 1.89  | 1.27  | 1.27  |
| TOTAL DISCOUNT CATEGORY    | 27.20 | 27.59 | 28.72 | 28.72 | -2.89                        | -2.95 | -2.77 | -2.77 |

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

B&W AND AMERICAN ARE REPORTED AS A COMBINED COMPANY AS OF 1995 WITH ALL BRANDS FROM BOTH COMPANIES INCLUDED

8662200902

INTEGRATED NIELSEN  
DISCOUNT CATEGORY  
Total U.S.  
December 1995

|                             | Dec<br>1994 | Jan<br>1995 | Feb<br>1995 | Mar<br>1995 | Apr<br>1995 | May<br>1995 | Jun<br>1995 | Jul<br>1995 | Aug<br>1995 | Sep<br>1995 | Oct<br>1995 | Nov<br>1995 | Dec<br>1995 | 1MM SH<br>CHANGE |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>PRIVATE LABEL</b>        |             |             |             |             |             |             |             |             |             |             |             |             |             |                  |
| <b>PL Share of Industry</b> |             |             |             |             |             |             |             |             |             |             |             |             |             |                  |
| PM PL                       | 1.17        | 1.16        | 1.16        | 1.19        | 1.15        | 1.11        | 1.09        | 1.01        | 1.02        | 0.97        | 0.97        | 0.93        | 0.86        | -0.07            |
| RJR PL                      | 3.70        | 3.77        | 3.71        | 3.57        | 3.51        | 3.76        | 3.77        | 3.56        | 3.60        | 3.85        | 3.60        | 3.50        | 3.33        | -0.17            |
| B&W (w/Amr) PL              | 0.76        | 0.81        | 0.74        | 0.68        | 0.67        | 0.65        | 0.67        | 0.62        | 0.64        | 0.67        | 0.66        | 0.65        | 0.63        | -0.02            |
| LIGGETT PL                  | 1.04        | 1.03        | 1.04        | 1.02        | 1.09        | 1.06        | 1.08        | 1.11        | 1.07        | 1.11        | 1.08        | 1.08        | 1.04        | -0.04            |
| TOTAL PL                    | 6.68        | 6.78        | 6.66        | 6.46        | 6.41        | 6.56        | 6.60        | 6.31        | 6.33        | 6.60        | 6.31        | 6.16        | 5.86        | -0.30            |
| <b>PL Share of Segment</b>  |             |             |             |             |             |             |             |             |             |             |             |             |             |                  |
| PM PL                       | 17.51       | 17.16       | 17.44       | 18.43       | 17.94       | 16.84       | 16.52       | 16.00       | 16.08       | 14.67       | 15.37       | 15.06       | 14.73       | -0.33            |
| RJR PL                      | 55.48       | 55.58       | 55.69       | 55.24       | 54.67       | 57.21       | 57.11       | 56.48       | 56.87       | 58.36       | 57.07       | 56.83       | 56.81       | -0.02            |
| B&W (w/Amr) PL              | 11.40       | 12.01       | 11.18       | 10.48       | 10.42       | 9.86        | 10.09       | 9.90        | 10.17       | 10.17       | 10.44       | 10.55       | 10.75       | 0.20             |
| LIGGETT PL                  | 15.61       | 15.25       | 15.69       | 15.85       | 16.98       | 16.09       | 16.29       | 17.61       | 16.89       | 16.80       | 17.11       | 17.57       | 17.70       | 0.13             |
| <b>BRANDED DISCOUNT</b>     |             |             |             |             |             |             |             |             |             |             |             |             |             |                  |
| BASIC                       | 4.47        | 4.56        | 4.49        | 4.57        | 4.60        | 4.60        | 4.35        | 4.58        | 4.59        | 4.38        | 4.45        | 4.58        | 4.65        | 0.07             |
| BEST VALUE                  | 0.68        | 0.66        | 0.61        | 0.57        | 0.53        | 0.49        | 0.47        | 0.45        | 0.43        | 0.43        | 0.40        | 0.40        | 0.37        | -0.03            |
| MONARCH                     | 1.45        | 1.36        | 1.28        | 1.21        | 1.13        | 1.07        | 0.96        | 0.89        | 0.82        | 0.79        | 0.76        | 0.74        | 0.71        | -0.03            |
| GPC                         | 5.07        | 5.21        | 5.31        | 5.31        | 5.25        | 5.24        | 5.50        | 5.26        | 5.32        | 5.43        | 5.40        | 5.22        | 4.99        | -0.23            |
| RALEIGH EXTRA               | 0.24        | 0.22        | 0.21        | 0.20        | 0.19        | 0.18        | 0.17        | 0.15        | 0.15        | 0.14        | 0.14        | 0.12        | 0.12        | 0.00             |
| DORAL                       | 4.76        | 4.64        | 4.85        | 5.01        | 5.02        | 5.00        | 5.25        | 5.08        | 5.05        | 4.89        | 4.94        | 4.89        | 5.05        | 0.16             |
| CAMBRIDGE                   | 1.75        | 1.63        | 1.72        | 1.66        | 1.62        | 1.68        | 1.51        | 1.48        | 1.52        | 1.55        | 1.49        | 1.45        | 1.47        | 0.02             |
| VICEROY                     | 0.78        | 0.72        | 0.74        | 0.73        | 0.72        | 0.72        | 0.73        | 0.69        | 0.69        | 0.68        | 0.68        | 0.67        | 0.65        | -0.02            |
| MISTY                       | 1.21        | 1.17        | 1.20        | 1.22        | 1.23        | 1.26        | 1.33        | 1.32        | 1.35        | 1.32        | 1.30        | 1.31        | 1.31        | 0.00             |
| MONTCLAIR                   | 1.38        | 1.18        | 0.99        | 0.93        | 0.91        | 0.92        | 0.85        | 0.80        | 0.79        | 0.76        | 0.72        | 0.69        | 0.64        | -0.05            |
| ALPINE                      | 0.36        | 0.36        | 0.37        | 0.35        | 0.34        | 0.34        | 0.33        | 0.32        | 0.32        | 0.32        | 0.30        | 0.32        | 0.30        | -0.02            |
| OLD GOLD                    | 0.32        | 0.32        | 0.35        | 0.37        | 0.38        | 0.38        | 0.41        | 0.40        | 0.42        | 0.42        | 0.44        | 0.44        | 0.44        | 0.00             |
| STERLING                    | 0.09        | 0.09        | 0.08        | 0.07        | 0.07        | 0.07        | 0.06        | 0.05        | 0.05        | 0.05        | 0.04        | 0.05        | 0.04        | -0.01            |
| BRISTOL                     | 0.14        | 0.15        | 0.14        | 0.13        | 0.13        | 0.13        | 0.11        | 0.11        | 0.10        | 0.10        | 0.09        | 0.10        | 0.09        | -0.01            |
| MAGNA                       | 0.12        | 0.10        | 0.10        | 0.10        | 0.11        | 0.10        | 0.10        | 0.09        | 0.09        | 0.08        | 0.07        | 0.08        | 0.07        | -0.01            |
| PYRAMID                     | 0.09        | 0.09        | 0.10        | 0.09        | 0.10        | 0.08        | 0.07        | 0.05        | 0.08        | 0.08        | 0.08        | 0.06        | 0.06        | 0.00             |
| RIVIERA                     | 0.02        | 0.01        | 0.02        | 0.01        | 0.01        | 0.01        | 0.01        | 0.01        | 0.01        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00             |
| BUCKS                       | 0.03        | 0.03        | 0.03        | 0.03        | 0.03        | 0.02        | 0.02        | 0.02        | 0.02        | 0.02        | 0.02        | 0.02        | 0.02        | 0.00             |
| RICHLAND 20'S               | 0.04        | 0.03        | 0.03        | 0.03        | 0.03        | 0.03        | 0.03        | 0.02        | 0.02        | 0.02        | 0.02        | 0.02        | 0.02        | 0.00             |
| AMERICAN FF/LTS             | 0.01        | 0.02        | 0.01        | 0.01        | 0.01        | 0.01        | 0.01        | 0.01        | 0.01        | 0.01        | 0.00        | 0.01        | 0.01        | 0.00             |
| COVINGTON                   | 0.00        | 0.00        | 0.01        | 0.02        | 0.01        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00             |
| A/O BRANDED DISCOUNT *      | 0.40        | 0.41        | 0.42        | 0.40        | 0.40        | 0.35        | 0.36        | 0.35        | 0.34        | 0.36        | 0.34        | 0.35        | 0.33        | -0.02            |
| TOTAL BRANDED DISCOUNT *    | 23.41       | 22.97       | 23.07       | 23.01       | 22.83       | 22.67       | 22.64       | 22.14       | 22.18       | 21.84       | 21.68       | 21.51       | 21.34       | -0.17            |
| BASIC SHARE OF DISCOUNT     | 14.86       | 15.34       | 15.10       | 15.50       | 15.74       | 15.72       | 14.86       | 16.11       | 16.11       | 15.38       | 15.89       | 16.55       | 17.10       | 0.55             |
| TOTAL DISCOUNT CATEGORY     | 30.09       | 29.75       | 29.73       | 29.47       | 29.24       | 29.23       | 29.24       | 28.45       | 28.51       | 28.45       | 27.99       | 27.67       | 27.20       | -0.47            |

\* INCLUDES ASSORTED PROMOTIONAL PRODUCT

B&W AND AMERICAN ARE REPORTED AS A COMBINED COMPANY AS OF 1995 WITH ALL BRANDS FROM BOTH COMPANIES INCLUDED

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